

ABSTRAK

Lusy Rahmawati, Pengaruh *Social Media Marketing* dan *Electronic Word of Mouth (e-WOM)* Terhadap Minat Berkunjung di Pantai Lon Malang. Dibawah bimbingan Ibu Deykha Aguilika, S.El., M.SM. Program Studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* dan *electronic word of mouth (e-WOM)* terhadap minat berkunjung di Pantai Lon Malang. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah seluruh masyarakat yang belum pernah mengunjungi Pantai Lon Malang. Sampel penelitian berjumlah 100 responden. Teknik pengambilan sampel menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan perangkat lunak SPSS 25.

Hasil uji parsial menunjukkan bahwa *social media marketing* memiliki pengaruh yang signifikan terhadap minat berkunjung, *electronic word of mouth (e-WOM)* memiliki pengaruh yang signifikan terhadap minat berkunjung. Pada uji simultan, menunjukkan bahwa *social media marketing* dan *electronic word of mouth (e-WOM)* secara bersama-sama memiliki pengaruh yang signifikan terhadap minat berkunjung. Nilai koefisien determinasi sebesar 0,617% artinya bahwa *social media marketing*, *electronic word of mouth (e-WOM)* dapat mempengaruhi minat berkunjung di Pantai Lon Malang sebesar 61,7%. Sedangkan sisanya sebesar 38,7% dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: *Social Media Marketing*, *Electronic Word of Mouth*, Minat Berkunjung.

ABSTRACT

Lusy Rahmawati, The Influence of Social Media Marketing and Electronic Word of Mouth (e-WOM) on Interest in Visiting Lon Beach, Malang. Under the guidance of Mrs. Deykha Aguilika, S.EI., M.SM. Bachelor of Management Study Program, Faculty of Economics and Bussiness, University of Trunojoyo Madura.

This study aims to determine the effect of social media marketing and electronic word of mouth (e-WOM) on interest in visiting Lon Beach Malang. This research uses a quantitative approach. The population in this study were all people who had never visited Lon Beach Malang. The research sample amounted to 100 respondents. The sampling technique used purposive sampling technique. Data collection was carried out through distributing questionnaires and analysed using SPSS 25 software. The results showed that social media marketing and electronic word of mouth (e-WOM) had a significant effect both partially and simultaneously on visiting interest.

Partial test results show that social media marketing has a significant influence on interest in visiting, electronic word of mouth (e-WOM) has a significant influence on interest in visiting. Simultaneous tests show that social media marketing and electronic word of mouth (e-WOM) together have a significant influence on visiting interest. The coefficient of determination value is 0.617%, meaning that social media marketing, electronic word of mouth (e-WOM) can influence interest in visiting Lon Beach, Malang by 61.7%. Meanwhile, the remaining 38.7% was influenced by other variables not explained in this research.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Visiting Interest.*